

**MINUTES OF THE BOARD OF DIRECTORS  
HOLLYWOOD PROPERTY OWNERS ALLIANCE  
February 18, 2010**

Directors Present	Thaddeus Smith, President	The Music Box Theater
	Michael Gargano, Secretary	Argent Ventures and Millennium Partners
	Aziz Banayan	Algert Co., Inc.
	Chris Bonbright	Whitley Court Partners
	Jeff Cohen	Gatehouse Capital
	Nathan Korman	NBK, LLC
	Jose Malagon	Hollywood Media Center
	Jan Martin	AMDA
	Jim McPartlin	W Hotel
	Tej Sundher	Hollywood Wax Museum
	John Tronson	Tronson Investment Group
	Neelura Bell	CRA/LA - (Ex-officio Member)
	David Green	Nederlander Organization - (Ex-officio Member)
Directors Absent	Ron Radachy, V.P.	Oasis of Hollywood
	Frank Stephan, Treasurer	The Clarett Group
	Greg Angelo	METRO
	Monica Yamada	CIM Group, Inc.
	Captain Beatrice Girmala	LAPD - (Ex-officio Member)
	Leron Gubler	Hollywood Chamber of Commerce- (Ex-officio Member)
Staff	Kerry Morrison	HPOA
	Sarah MacPherson	HPOA
	Katie Zandona	HPOA
	Joe Mariani Jr.	HPOA
	Steve Seyler	Andrews International
	Joe Salazar	Andrews International
	Bill Farrar	Andrews International
Guests	Jeff Loeb	Nederlander Organization – (Streetscape Chair)

**I. Call to Order**

The meeting was called to order at 4:05 p.m. by Board President Thaddeus Smith.

## II. Public Comment

Smith thanked Jim McPartlin and the W for hosting the board's retreat in January. Sarah MacPherson introduced the board Jeff Loeb, who is the new Chairperson of the Streetscape Committee.

## III. Approval of Minutes

Sarah MacPherson asked that Jeff Loeb be added to the attendance list on the minutes from the board's January meeting.

**It was moved by John Tronson, seconded by Jose Malagon and CARRIED to approve the minutes from the board's January 21, 2010 meeting with the suggested change. Unanimously approved.**

## IV. Treasurer's Report

A. Treasurer's Report for December 31, 2009: Kerry Morrison reported that the board ended the year with roughly \$345,000 in the bank. This amount was rolled over into the 2010 budget.

**It was moved by Tej Sundher, seconded by Jose Malagon and CARRIED to approve the Treasurer's Report from December 31, 2009. Unanimously approved.**

B. Treasurer's Report from January 30, 2010: Morrison reviewed the various accounts with the board and their balances for the start of the year. Morrison informed the board that if all expenditures occur as planned the board would end the year with approximately \$207,000. There is also a \$96,000 contingency in the budget, which could be used for special projects within the BID.

**It was moved by Jose Malagon, seconded by Tej Sundher and CARRIED to approve the Treasurer's Report for January 30, 2010. Unanimously approved.**

## V. New Business

A. Review of Board Retreat Recommendations: Morrison gave a presentation that summarized the top three goals that the board aims to accomplish within the BID within the next one to three years. The board received a packet outlining the objectives for the coming years. Morrison said she wanted to be sure that what is presented correlates to what the board discussed at the retreat. Morrison asked the board to send her any feedback or changes, they felt should be made.

B. City Parking Lots: Neelura Bell informed the board that several of the city-owned parking lots may be made available to private operators to lease on a long term basis. The result may cause parking rates at these lots to increase. Morrison asked when property owners should contact the city or write letters to express their concerns. Bell said discussions have just started and would advise the board when letters would be appropriate.

## VI. Committee/Activity Reports

### A. Streetscape Committee

1. Walk of Fame Repair: Morrison and MacPherson were present for a meeting this week at the Chamber to discuss the planning efforts and specifications for the repair of the

Walk of Fame. At this meeting the staff was informed that any entity (including a property or the Trust) would have to sign a waiver of damages and receive a revocable permit holding the adjacent property owners responsible for all incidents that may potentially occur (at infinitum). The application would also require a property owner to fully indemnify the city and naming the city as additional insured. Staff has sent a copy of the permit application and waiver to Jeff Briggs and Leron Gubler requesting their assistance in eliminating this onerous obligation from property owners. The staff will update the Board on the status of these discussions with the city at the March meeting.

2. Draft Hollywood Community Plan Status: Jeff Loeb reviewed with the board a summary packet MacPherson put together on Chapter 3 of the Community Plan. MacPherson informed the board that the draft EIR is still yet to be released which will trigger a 45-day comment period. The Streetscape Committee is assembling a working group, made up of CHC and HPOA board members, to review the policy directives and identify those that (1) have a broad impact on the community; and (2) modify language that may be adverse to the goals and objectives of the BID. John Tronson and Frank Stephan were appointed to the small working group to review the plan with MacPherson.

3. Update on Wrought Iron Bench Installation: Loeb informed the board that the benches arrived and are in storage at the Palladium. The staff is in the process of securing a permit for the installation through BOE.

4. Roll Down Door Inventory: Loeb reported that Lindsey Hilde, a UCLA Dept. of Urban Planning MA candidate, has been hired as an intern for the BID to take photos of building facades along Hollywood Boulevard. The pictures will capture a "point in time" reference for our "block by block" and roll-down door removal initiatives and be good archival piece that can be used for "before and afters." The next step will involve finding where there are a critical mass of roll-down doors and cooperative property owners willing to participate in a prototype makeover.

5. Side and Backstreets Project Phase III: MacPherson showed the board the cost estimates for the tree project. The HPOA is permit-ready and prepared to distribute the RFP in March or April. This project has a good nexus with the Crossroads Project as it will satisfy (and exceed) the city's 2 for 1 planting requirement.

6. Crossroads Project Phase I: MacPherson reported that there is significant progress on the release of funds for the removal of the Ficus trees along Hollywood Blvd. and installation of Mexican Fan Palms. The CRA is looking to hire the HPOA as a "Project Coordinator," for approximately \$40,000 to help obtain tree removal permits, gather approvals from property owners, and oversee the contractor's work.

7. Social Life of Small Urban Spaces Movie Screening: Loeb invited the board to attend a screening of the film at Los Angeles Contemporary Exhibitions (LACE) on February 25, 2010.

8. Western Streetscape Plan: CD-13 and CD-4 is organizing several community workshops and has hired a landscape architect to create a streetscape plan for Hollywood Blvd. and Western Ave. The portion of Hollywood Blvd. between Gower and the 101 will be incorporated in this plan which will create a roadmap for installing street trees and furniture in the eastern portion of the BID.

9. Alley Update: MacPherson informed the board that the engineering department is still working on the construction drawings. MacPherson informed the board that property owners in the alley should contact the Council office for any questions, as they are the lead on the project.

B. Marketing Committee

1. "Mayor of Hollywood" Reality Show Pitch: Morrison was recently contacted by a gentleman who has an idea to do a reality show that would feature celebrities trying to improve Hollywood Boulevard, and would like the BID to contribute ideas to it. Smith suggested having the gentleman present the idea to the Marketing Committee so they can report back to the board.

2. Demographic Research Project Progress Report: Morrison reported that the first draft of questionnaires have been sent and are currently being reviewed by the committee. The second draft should be available for review sometime next week, at which time a meeting of the steering committee will be convened to review the new version.

C. Security Committee

1. Update on Hollywood Courthouse: Morrison reported that members from the Security Committee toured the Hollywood Courthouse on February 9, 2010. The group saw firsthand the many ways the courthouse benefits the Hollywood community on a daily basis. A proactive campaign has been started by the BID to send a letter to city and state representatives letting them know that stakeholders in the Hollywood Community have a strong desire to see the courthouse remain open. Morrison said that she would mail proper contact information to the board if individual board members wish to write a letter stating their support for the initiative.

2. Year-end Report from Andrews International: Steve Seyler gave a presentation to the board which documented the various ways the BID Patrol have been active in the BID over the past year. The presentation covered arrests statistics and notable outreach efforts to homeless individuals within the BID.

D. Nominating Committee

1. Election of Potential New Board Members: Nathan Korman reported that with the departure of Don Jacinto and Hilary Royce from the Board of Directors, the Nominating Committee had interviewed candidates to fill the vacated seats. After conducting their interviews the Nominating Committee would like to recommend Don Mushin, General Manager of Hollywood Toyota and Adrian Jones, General Manager of Madame Tussaud's be elected to the board to fill the vacated seats. Since the two previous members had terms expiring in different years, (Jacinto 2011 and Royce 2010), Korman said the board would draw straws after the two candidates are elected to the board to determine whose seat each would take. A separate motion was needed for each candidate:

**It was moved by Nathan Korman, seconded by Chris Bonbright and CARRIED to approve to appoint Don Mushin to serve on the Hollywood Property Owners Alliance Board of Directors. Unanimously approved.**

**It was moved by John Tronson, seconded by Jeff Cohen and CARRIED to approve to appoint Adrian Jones to serve on the Hollywood Property Owners Alliance Board of Directors. Unanimously approved.**

2. Draw Straws to Assign Board Members Terms: The board drew straws to determine the newly-elected board members' terms. It was decided that Don Mushin's term would expire in 2011 and Adrian Jones' term would expire in 2010.

VII. Old Business

A. Christmas Parade: Morrison had sent a letter to Council President Garcetti and Council Member LaBonge to discuss having a debrief with the community to discuss the results of the survey related to the parade. No date for the meeting has been confirmed to date.

#### VIII. Report from Executive Director and Associate Executive Director

A. Update on Office Move: Morrison reported that the staff toured potential office spaces in the HED and Sunset and Vine BID with John Tronson. After some analysis, it appeared financially feasible to remain in the Taft Building. The staff is looking at a space on the fourth floor of the building and with the help of Tronson will be entering into negotiations with the building manager.

B. Request from Ricardo Montalban Theatre: Morrison recently met with Gil Smith from the Montalban Theatre, who asked if it would be possible for the BID to forgive the past due assessments of the theatre. Since Smith's arrival as manager of the Foundation, the theatre has paid their current assessments, but is struggling with the past due amounts. The board determined that they do not have the authority to forgive the past due assessments and that the theatre would have to contact the County Assessor's office.

C. Participation in Access DC Trip to Washington: Morrison will be using her IDA budget to attend this year's Access DC trip with the Chamber. Bill Farrar encouraged the board to attend.

#### IX. Next Meeting

The next meeting is scheduled for Thursday, March 18, 2010 at 4 p.m. in Suite 200 of the Taft Building (1680 Vine St., Los Angeles, CA. 90028).

#### X. Adjournment

There being no further business the meeting was adjourned by Board President Thaddeus Smith at 5:57 p.m.